

# News report January 2019



The objective of the news report is to give an update on your action plan. What activities were completed, what are under the process of being completed, what new initiatives are being created, and what activities did not take place.

## *Boosting Europe's Digital Skills*

Digital skills for ICT professionals

Digital skills in education

Digital skills for labour force

Digital skills for all citizens



## 1. Comments on development of action plan (if any)

NC Action Plan 2019 has been approved by the Minister of Administrative Reconstruction, competent for the coordination of the NC and was officially launched at a special event on January 18<sup>th</sup> (see below). For more information: ([http://www.nationalcoalition.gov.gr/wp-content/uploads/2019/02/NC Action Plan 2019 en.pdf](http://www.nationalcoalition.gov.gr/wp-content/uploads/2019/02/NC_Action_Plan_2019_en.pdf))

## 2. National Coalition structure and contact details:

### email, website, social media update

The coordination of the overall policy at national level belongs to the realm of competences of the Ministry of Administrative Reconstruction. Specifically, the General Directorate of Public Organizations is competent for the strategic management of the National Coalition whereas Unit of Innovation and Best Practices has the responsibility to support the Committee of the Greek Coalition (GOG 1876/B/24.05.2018 as issued) in organizational and operational issues, to monitor and assess the actions about digital skills included in the annual Action Plan of the Committee and to communicate with Digital Skills and Jobs Coalition and the relevant agents of the European Union (PD 133, GOG 161/A/30.10.2017).

The communication channels are the following:

### A. for the general public:

1. The contact form through our website [www.nationalcoalition.gov.gr](http://www.nationalcoalition.gov.gr),
2. e-mails: [nationalcoalition@ydmed.gov.gr](mailto:nationalcoalition@ydmed.gov.gr),
3. Twitter account: @nationcoalition,
4. a list of Frequently Asked Questions on our website, [http://www.nationalcoalition.gov.gr/faq\\_en/](http://www.nationalcoalition.gov.gr/faq_en/)
5. LinkedIn account: Greek National Coalition,



6. Facebook page of Unit of Innovation (in Greek Τμήμα Καινοτομίας και Βέλτιστων Πρακτικών)

B. for the NC members:

1. All the aforementioned and

2. A collaborative space has been created in the National Coalition website. The space is accessible only by the members, aiming at enhancing cooperation and promoting visibility since it offers the following functions:

- online reporting of the members' actions on a monthly basis,
- uploading and processing files.

C. for the target groups of certain policies related to the NC:

**1. “Digital Opportunity Traineeship”**

- to facilitate companies interested in participating in Digital Opportunity Traineeships project, the relevant form has been translated in Greek and promoted through the following link: <http://www.nationalcoalition.gov.gr/business-internship/>
- Unit of Innovation has planned a series of seminars on DOT to facilitate the participation of SMEs in the project. Consequently, a new section entitled “NC seminars on DOT” has been launched on NC website: <http://www.nationalcoalition.gov.gr/digital-opportunities-traineeships/>
- a leaflet with tips and guidelines to facilitate companies fill in the application form has been produced by Unit of Innovation and diffused through the NC website.
- As stipulated in Action Plan 2019, cooperation with large entities representing SMEs is going to be forged in order to promote DOT in a more comprehensive and systematic way. Accordingly, measurable results at a larger scale are expected (e.g. presenting the project to Athens Chamber of Commerce and Industry in order to act as facilitator to the SMEs of its scope).



**General comments:**

The Greek National Coalition has currently 24 Members, which have been introduced through 2 amendments of the Ministerial Decision on the establishment of the NC Committee, publicised in the National Gazette (GOG 4607/B/18.10.2018). All the Members of the Coalition have endorsed the “The Digital Skills and Jobs Coalition Members Charter” and the Members’ Guide (only in Greek).



### 3. Key actions and milestones

#### Name of the Organization: Unit of Innovation and Best Practices (Ministry of Administrative Reconstruction)

##### 1. Title of the Action: presentation of the NC Action Plan 2019 “Digital Skills for Digital Greece” (completed)

- target group: competent Minister, Head of the Representation of the EC in Greece, members of the NC
- type of action: Event
- type of digital skills: digital skills for: citizens and businesses, public servants, education, women (horizontal axe) and innovation
- number of participants: 54
- number of beneficiaries: direct beneficiaries: *ibid*, indirect beneficiaries: all target groups to whom events organised by Unit of Innovation address

##### Benefits

- sense of ownership, consensus and commitment of the members on common actions and targets,
- insights to reflect on the itinerary till the establishment of the NC, its development up to the present point and future perspectives,
- openness and transparency,
- networking among members

**Partnerships** Serafeio Athletic and Community Centre, City of Athens

##### Communication activities

<http://www.nationalcoalition.gov.gr/national-coalition-action-plan-2019-en/>  
[https://www.facebook.com/innovation.gov.gr/?modal=admin\\_todo\\_tour](https://www.facebook.com/innovation.gov.gr/?modal=admin_todo_tour)



<https://twitter.com/nationcoalition/status/1087274296051974144>





2. **Title of the Action: “Code my city” (ongoing)**

**Description of the Action:** Pilot Project targeted to the primary schools participated in EU Code week event “Let’s code, girls ‘n’ boys!!!” . Pupils will compose a visual presentation of a cultural aspect of their city using knowledge in coding acquired in the aforementioned event. Videos will be presented at an event held either at the end of March or at the beginning of April.

- Objectives of the action: promoting the inclusion of coding in school curriculum
- Target group: students participated in “Let’s code, girls ‘n’ boys!!!”
- Type of action: digital skills project
- Type of digital skills: code
- Target number of participants: 14 schools
- Number of beneficiaries: > 360 pupils
- Information on the action: The project is planned, organized and monitored by Unit of Innovation and Best Practices and will last from November 2018 to March 2019. It has been divided into 4 phases with certain milestones and as many deliverables. Participants are currently working on the third deliverable. Guidelines and technical support are provided by Unit of Innovation.

3. **Title of the Action: Promoting Digital Opportunity Traineeships in SMEs (ongoing)**

**Description of the Action:** Action targets to support digital competencies of SMEs with apprenticeships in digital job positions.

Following our planning, Unit of Innovation has already underpinned six SMEs in drafting traineeship positions.



- Objectives of the action: diffusion of DOT, boost local economy, promote openness, competitiveness, cultural exchange, mutual understanding through digital skills
- Target group: local SMEs
- Type of action: traineeship
- Type of digital skills: all
- Number of participants: 6 SMEs from the end of November 2018 till now
- Number of beneficiaries: not stated yet
- Information on the action: see above “2. National Coalition structure and contact details, C, A.”

**Communication activities:** <http://www.nationalcoalition.gov.gr/digital-opportunities-traineeships/>

**4. Title of the Action:** ~~Participation in the “Meet the EIT Community” conference~~  
(completed)

**Description of the Action:** EIT Digital and Found.ation invited the Greek innovation and education ecosystem to meet the knowledge and innovation communities (KICs) of the European Institute of Innovation and Technology.

The objective of the event was to discuss and investigate joint opportunities to further growing the Greek ecosystem by fostering the integration of education, business and research in Health, Digital, Energy, Food and Raw Materials.

- Type of action: event
- Type of digital skills: all

Unit of Innovation had the opportunity to network, meet the various KICs, get an overview of their activities and to investigate potential collaborations.





## Partnerships

Found.ation and EIT Digital organising the event.

## Communication activities



See also:

<https://twitter.com/nationcoalition/status/1073556299772776448>

## Name of the Organization: SocialInnov

### 5. Title of the Action: Tech Talent School

**Description of the Action:** Tech Talent School: Intermediate and advanced courses targeted to youth revolving around computer science and digital skills in general.

- Main beneficiaries: targeting refugees, immigrants, unemployed youth, female participants and anyone who wishes to acquire new or expand existing digital skills.
- Type of action : upskilling/reskilling
- Type of digital skills: Front- End, Back-end, JavaScript, Office (Advanced level), Social Media, Digital CV, Digital marketing, Coding



- Number of participants: 516

### Benefits

- Bridge the digital skills gap.
- Curriculum designed in collaboration with industry and leading experts, so knowledge appeals to everyone and has a direct impact on the market.

### Partnerships

- Tech Talent School is supported by Microsoft.

### Communication activities

#### Clipping

<https://www.gameworld.gr/component/content/article/173-events/34243-%CE%B4%CF%89%CF%81%CE%B5%CE%AC%CE%BD-%CF%83%CE%B5%CE%BC%CE%B9%CE%BD%CE%AC%CF%81%CE%B9%CE%B1-unity-%CE%B3%CE%B9%CE%B1-%CF%84%CE%BF-2019>

For more information on Tech Talent School: <http://techtalentschool.gr>

## 6. Title of the Action: Start project

**Description of the Action:** Start Project: Located at the “Lela Karagianni” building in the center of Athens, this project offers free digital skills courses to all the citizens of the Municipality with the goal of assisting those who are not familiarized with the use of internet and computer software to learn how to use invaluable digital tools in their everyday routine. Its main goal is to tackle the problem of the existing digital skills gap in Greece (structural unemployment). Start Project also focuses on underserved groups such as immigrants and refugees in order for them to easily transition into their new reality and become active members of our society by familiarizing themselves with the aforementioned digital tools.



- Target group (ICT specialists, teachers, citizens, small medium enterprises etc.)
- type of action : upskilling/reskilling
- type of digital skills: Office, Social Media, Digital CV, Digital Skills for 55+ Digital marketing, coding
- number of participants: 193

### Benefits

- Bridge the digital skills gap.
- Curriculum designed in collaboration with industry and leading experts, so knowledge appeals to everyone and has a direct impact on the market.

### Partnerships

- Microsoft
- Municipality of Athens

### Communication activities

#### Clipping

[https://www.ethnos.gr/living-city/18311\\_ergastiria-stin-oikia-tis-lelas-karagianni-ekei-poy-ezise-i-iroida-tis-antistasis](https://www.ethnos.gr/living-city/18311_ergastiria-stin-oikia-tis-lelas-karagianni-ekei-poy-ezise-i-iroida-tis-antistasis)

<http://www.dikaiwmastinpoli.gr/2015-11-05-08-07-10/alles-enimeroseis/1745-2018-1>



## Name of the Organization: Google Greece - Grow Greek Tourism Online Program

### 7. Title of the Action: Hyperlocal Projects

The Grow Greek Tourism Online Hyper-local projects is an initiative by Google, in partnership with the National Coalition for Digital Skills and Jobs and the Ministry of Administrative Reconstruction, to offer free face-to-face trainings, in the forms of one-to one consultations and one-to-many seminars, on digital skills and tools (tools not only offered by Google but by other companies as well) to tourism SMEs in selected regions and/or municipalities, aiming to help them towards extending their touristic season. Among the digital skills offered are the Introduction to Digital, the Basic Tools on Website Creation, the Digital Advertising, the Social Media, Analytics and more.

For the implementation of the program a number of Online Advisors - these are young people that Google and external partners have trained to act as digital consultants for Greece's tourism sector - who are placed in the respective areas for the duration of the program, and are performing one-to-one training sessions with tourism businesses and professionals who are interested.

### Description of the Sub-Actions

**Thessaloniki Hyper-local project:** On Sept 13th, in Thessaloniki Town Hall, the 4th hyperlocal program of the Grow Greek tourism Online initiative was announced in co-operation with the city's Mayor, the National Coalition for Digital Skills and Jobs and the US Ambassador - from whom strong endorsement was received for the project in front of 30 journalists and Greek/US KOFs and wide media coverage - to help grow Thessaloniki's tourism sector. 4 (four) Online Advisors (young consultants) of Google's program have been placed in Thessaloniki and will stay for a duration of 6 months to help local businesses with group



seminars and 1:1 consultations to use digital in order to attract more customers all year round.

In **January 2019, 94 SMBs** of the broader tourism sector were trained for free on digital skills and tools through 1:1 consultations on the businesses' premises, in the city of Thessaloniki.

So far, since the beginning of the program, 1.671 tourism SMBs have been trained for free, of which 80 were trained through a 1:many seminar that took place on September 13th and 1.591 through 1:1 consultations performed on businesses' premises.

### **Partnerships**

The hyperlocal project in Thessaloniki runs in partnership with the Ministry of Administrative Reconstruction, under the National Coalition for Digital skills and Jobs initiative, supported by Unit of Innovation and the Municipality of Thessaloniki.

More information can be found at: [g.co/greektourism](http://g.co/greektourism) and [g.co/greektourism/thessaloniki](http://g.co/greektourism/thessaloniki)

**The Thessaly Hyper-local:** On Nov 30th, the 5th hyperlocal program of the Grow Greek tourism Online initiative was announced, in co-operation with the Region of Thessaly, the National Coalition for Digital Skills and Jobs and the Ministry of Administrative Reconstruction, to help grow the Region's tourism sector. 3 (three) Online Advisors (young consultants) of Google's program will be placed in Thessalia for a duration of 5 months, to help local businesses with group seminars and 1:1 consultations to use digital in order to attract more customers all year round. The program will be implemented from January 2019 to May 2019 and will be visiting all 4 Prefectures of the Thessalia Region.

In **January 2019, 270 SMBs** were trained for free on digital skills and tools. 195v were trained through 1:1 consultations on the businesses' premises, in the Prefecture of Trikala and in particular in the areas of Trikala Center, Elati, Pertouli, Kalampaka, Manavika,



Kastraki, Rizario, Neraidochori and Mouzaki, and 85 were trained through the 1st 1:many seminar that took place in Trikala.

The 1:many seminar took place on 22/1, at the Tsitsanis Museum, in Trikala where the Mayor of Trikala participated, welcoming the action, and a total of 85 people were trained on digital skills and tools.

### **Benefits of the above Action**

The program offers free training to tourism SMBs and individuals on basic digital skills and tools, in order to help them

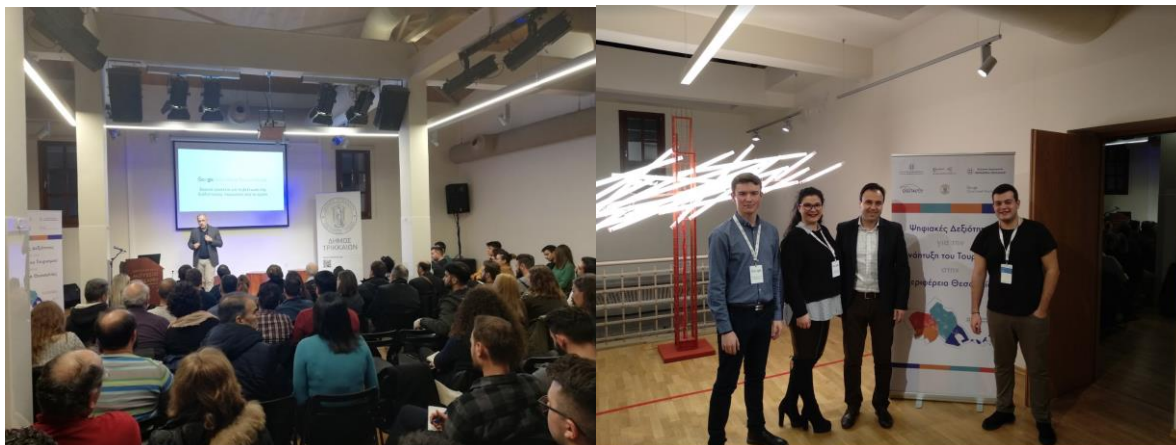
- understand the value of digital and incorporate techniques and tools into the way they run their business
- enhance their online presence
- attract more customers all year round / extend their season
- grow their business

### **Partnerships**

The hyperlocal project in Thessalia runs in Partnership with the Ministry of Administrative Reconstruction, under the National Coalition for Digital skills and Jobs initiative, supported by Unit of Innovation and the Region of Thessaly.

More information can be found at: [g.co/greektourism](http://g.co/greektourism) and [g.co/greektourism-thessalia](http://g.co/greektourism-thessalia)

Photos from **the 1: many seminar** in Trikala, where the Programmes' Online Advisors were



**Name of the Organization: City of Athens**

**8. Title of Action: Innovathens (ongoing)**

**Description of the Action:** The key objectives of INNOVATHENS seek to create sustainable technical and organizational preconditions (physical and digital space) to attract innovative ideas and new groups or entrepreneurs, provide open innovation services of high added value to the start-up community, encourage joint projects promoting the diversification economic activity with the exploitation of ICT solutions, network with ecosystems, funding opportunities within and outside Greece, capacity building.

**Sub-actions:**

1. Neuro Marketing for Marketers, Product Managers and Marketing consultants. Seminar in Real Consumer Analytics Buying Decisions, Neuro-Ethics and Neuromarketing & branding. The same seminar will be available on February.
2. unorthodox React, programming skills (development on the web) for JavaScript and React, medium skills required, sponsored by Accenture.
3. Digital Marketing Intro & More for marketing professionals, students, entrepreneurs, start-ups. Short seminar includes Digital Marketing Intro, Digital Tips and Digital Strategy & Content (Audience Insights)



- Target group: ICT specialists, teachers, citizens, small medium enterprises etc.
- Type of digital skills: Digital marketing, coding, soft skills etc.
- number of beneficiaries:300

#### **Benefits**

- Using Content Management Systems & Web development
- Make digital graphics, being able to upload processed photos to Facebook, Twitter, Instagram etc
- Learn modern marketing technics

#### **Name of the Organization: WRO Hellas**

#### **9. Title of the Action: 2019 Panhellenic Contest of Educational Robotics (ongoing)**

**Description of the Action:** The contest (est. 2014), is a 5-month journey that seeks to encourage students (5-18 years old) and their coaches (teachers or parents) to build crucial skills such as teamwork, problem solving, engineering and coding. Also, in the framework of the contest, WRO Hellas supports schools with robotics infrastructure (200 schools were benefited in the period from Oct 18 to Jan 19), and provides continuous free, hands-on training and full-scale lesson plans to elementary and secondary teachers (760 teachers benefited so far this year). 1182 teams (5018 students) are participating in this year's event, the Finals of which will take place in February.

#### **Sub-actions:**

- End of submissions period resulting in **1182 participant teams (5018 students)** (Jan '19)





- Local workshops in all Greek regions for the training of participating teachers, on the subject of STEM and educational robotics (Oct '18 – Jan '19)
- Donation of robotics infrastructure to interested schools (Oct '18 – Jan '19)

### Benefits

- End of submissions period on January 31st 2019, with the total participation of 5018 students for this year's contest
- **200 robotics kits** sent to 200 new schools (all levels) in January 2019
- **212 coaches** (ICT & primary *school* teachers, public / parents) benefited with training in January 2019

### Partnerships

- Under the Auspices of H.E. the President of the Hellenic Republic Mr Prokopios *Pavlopoulos*
- *COSMOTE – Strategic partner*
- 103 academics & educators - Volunteers
- EUN - Auspices
- STEM Education – Scientific partner

### Communication activities

1. More information can be found at: <http://www.wrohellas.gr/πανελληνιος-διαγωνισμός-εκπαιδ-2019/>
2. News/articles:
  - Announcement of the contest: <https://www.sch.gr/panellinios-diagonismos-ekpaideftikis-rompotikis-2019/>



- Indicative announcement of local workshop (1): <http://www.prlogos.gr/ημερίδα-εκπαιδευτικής-ρομποτικής-με/>
- Indicative TV interview:  
<https://www.facebook.com/WROHellas/videos/1243653719123659/>

### 3. Indicative press releases:

- Local workshops report:  
<https://wrohellas.gr/2019/01/10/%CE%B1%CF%80%CE%BF%CE%BB%CE%BF%CE%B3%CE%B9%CF%83%CE%BC%CF%8C%CF%82-%CF%86%CF%81%CF%85%CE%BA%CF%84%CF%89%CF%81%CE%AF%CE%B5%CF%82-2019/>
- Partnership with European Schoolnet (EUN) announcement:  
<https://wrohellas.gr/2019/01/08/%CE%AD%CE%BD%CE%B1%CF%81%CE%BE%CE%B7-%CF%83%CF%85%CE%BD%CE%B5%CF%81%CE%B3%CE%B1%CF%83%CE%AF%CE%B1%CF%82-%CE%BC%CE%B5%CF%84%CE%B1%CE%BE%CF%8D-%CF%84%CE%BF%CF%85-wro-hellas-%CE%BA%CE%B1%CE%B9-%CF%84/>

### 4. Photos and Facebook posts

(All indicative posts from the period of January 2019 that are presented below can be found at the following dropbox folder, together with high resolution photos):  
[https://www.dropbox.com/sh/y323wqtlwi4tbjq/AAA0nndFFcbUwpd\\_0SiXgbySa?dl=0](https://www.dropbox.com/sh/y323wqtlwi4tbjq/AAA0nndFFcbUwpd_0SiXgbySa?dl=0)



**WRO Hellas**  
Published by Dora Than [?] · 8 January at 13:53 ·

Με μεγάλη τιμή και υπερηφάνεια, ο Οργανισμός Εκπαιδευτικής Ρομποτικής και Επιστήμης WRO Hellas υποδέχεται τη νέα χρονιά ξεκινώντας μία σημαντική συνεργασία με το European Schoolnet, με κοινό στόχο τη διάχυση της εκπαιδευτικής ρομποτικής και της εκπαίδευσης STEM από την Ελλάδα στις γειτονικές χώρες της Ν/Α Ευρώπης.

Στο πλαίσιο της συνεργασίας, ο Πανελλήνιος Διαγωνισμός Εκπαιδευτικής Ρομποτικής που διοργανώνει ο WRO Hellas με στρατηγικό συνεργάτη την COSMOTE τίθεται υπό την αιγ... See more



WROHELLAS.GR  
**Έναρξη συνεργασίας μεταξύ του WRO Hellas και του European Schoolnet**

Get more likes, comments and shares  
Boost this post for €40 to reach up to 36,000 people.

3,907	384	<b>Boost Post</b>
People reached	Engagements	

European Schoolnet, Αναστασία Τζημαγιώργη and 84 others 22 shares

**WRO Hellas**  
Published by Aris Louvris [?] · 24 January at 11:40 ·

- Πέμπτη 24/1 στη #ΘΕΣΣΑΛΟΝΙΚΗ
- Παρασκευή 25/1 στην #ΚΟΖΑΝΗ
- Σάββατο 26/1 στη #ΦΛΩΡΙΝΑ

Σας περιμένουμε στις εκπαιδευτικές ημερίδες που διοργανώνουμε στο πλαίσιο του Πανελληνίου Διαγωνισμού Εκπαιδευτικής Ρομποτικής 2019!... See more



ALFAVITA.GR  
**Ημερίδα Εκπαιδευτικής Ρομποτικής: «Η ρομποτική στην τάξη»**

Get more likes, comments and shares  
Boost this post for €40 to reach up to 60,000 people.

4,017	224	<b>Boost Post</b>
People reached	Engagements	


Athanasia Katsilieri, Annoula Queen'Bee and 55 others 9 shares

**WRO Hellas**  
Published by Dora Than [?] · 4 January ·

Ανακοινώνονται σταδιακά οι Περιφερειακοί διαγωνισμοί του Πανελληνίου Διαγωνισμού Εκπαιδευτικής Ρομποτικής 2019!

Οι Περιφερειακοί Διαγωνισμοί αποτελούν το πρώτο στάδιο του Πανελληνίου Διαγωνισμού Εκπαιδευτικής Ρομποτικής, ο οποίος καταλήγει στην Αθήνα για τη διεξαγωγή του Τελικού.

Στον παρακάτω σύνδεσμο θα ανακοινώνονται σταδιακά οι πληροφορίες που σχετίζονται με τη διεξαγωγή των επιμέρους Περιφερειακών Διαγωνισμών ανά την Ελλάδα. Οι ομάδες καλούνται να ενημερώνονται για την α... See more



WROHELLAS.GR  
**Περιφερειακοί Διαγωνισμοί Πανελληνίου Διαγωνισμού 2019**  
Περιφερειακοί Διαγωνισμοί - Πανελλήνιος Διαγωνισμός Εκπαιδευτικής Ρομποτικής 2019. Ξεκινάμε από τις Περιφέρειες και καταλήγουμε...

Get more likes, comments and shares  
Boost this post for €40 to reach up to 60,000 people.

3,329	280	<b>Boost Post</b>
People reached	Engagements	

Γιάννα Κυριάκου, Natasa Miliou and 50 others 9 shares



**Name of the Organization: Ministry of Education, Research and Religious Affairs**

**Description of the Action:** Supply, and installation of ICT equipment for pre-school, primary and secondary education in different regions of Greece.

- Region of Eastern Macedonia & Thrace: (completed in December 2018)  
Number of beneficiaries: 34441 pupils, 426 school units
- Region of Northern Aegean: (completed in December 2018)  
Number of beneficiaries: 3235 pupils, 54 school units



## **Upcoming events (February)**

**Title of the Action: Greek Toys**

**Description of the Action: Children learn about the Greek Ancient History and Culture with the use of digital technologies and 3D printer**

How can we apply new technologies in classrooms?

The action, organized by the Unit of Innovation and Best Practices of the Ministry of Administrative Reconstruction, aims at examining how new technologies affect teaching methods in classrooms. Which is the role of digital innovation in the preservation of ancient culture through the education system?

This action is held in 2 workshops on 23 and 24 February:

The first one appeals to children from 6 to 9. Information on ancient toys will be furnished with the use of audio-visual material, animation and digital museum. Hands-on experience is also included; children will construct their own toys with clay.

The second one appeals to children from 10-12. Information on ancient toys will be furnished with the use of audio-visual material, animation and digital museum. Hands-on experience is also included; children will use an application on their mobile/tablet to make a 3-D objects.

- Target group: primary school students
- Number of Beneficiaries: estimated number 60 pupils
- Type of action: workshops
- Type of digital skills: 3D scanning, printing, digitalisation, modelling

**Link to the webpage:**

**Partnerships:** Serafeio Athletic and Community Centre, City of Athens, Greektogs children's revolution®

